

ABSTRACT**Service Delivery Method and System**

- iA
B2
- 5 A user (70) is pre-qualified for a service to be provided at a particular location. A service instance element (76) is stored as is location data (74) indicative of where the service is to be triggered. The service instance element (76) may be a full customised instance of the service delivery code or other item that provides an association between the user and an instance of the service for which the user has been qualified. Thereafter, the location of the
 - 10 user (70), as indicated by a mobile entity associated with the user, is periodically checked against the location data (74) and when a location match is indicated, the service instance (76) for which the user has been qualified is executed to deliver the required service to the user (70). An example is of an airline traveller buying an air ticket from a travel agent, the ticket having an associated service by which, upon the traveller arriving at the relevant
 - 15 airport, the traveller is contacted via his/her mobile device and guided through the check-in and boarding processes.

20 (Fig. 6)